

22nd May 2014

Alchemi Group brings Art Deco sophistication to exclusive W2 development

Westbourne House, an exclusive 20 apartment development with a touch of Art Deco elegance, situated in the Westbourne Grove area, W2 and developed by the Alchemi Group launches this week.

Working with award-winning architects Stiff + Trevillion, London development experts Alchemi Group has taken a dismal 1980s office building and created a highly contemporary 28,000 sq ft development of 20 exquisitely detailed one, two and three bedroom apartments together with a penthouse commanding 360 degree panoramic views from its 1,386 square foot terrace.

Alchemi Group saw the potential to add exquisitely intricate balconies and a new, contemporary façade as an opportunity to restore the glamour of the area's past and add value to the community. The generous apartments, with high ceilings and excellent views from the upper floors, use authentic materials designed with sharp contemporary detailing to add to the overall sense of a timeless classic.

Located in a desirable W2 location, Westbourne House offers easy access to the centre of London. The development, that consists of 100% private ownership residences, benefits from a 24 hour concierge, inner-city underground parking, and substantial outdoor spaces.

Laura Marino, Creative Director of Alchemi Group: "We aspire to always use the best quality materials for all of our developments, which is why we flew out to the Petersen factory in Denmark with the Stiff + Trevillion. We felt it was important to see first-hand the level of craftsmanship that goes into the beautiful Kolumba bricks before specifying them for the project."

This attention to detail and level of workmanship can be seen throughout Westbourne House. Enjoyment and relaxation are at the heart of the living areas, where the stunning bespoke, solid oak flooring, laid in a herringbone pattern, introduces depth and refinement to the flawless interiors and runs throughout the apartments. Cityscape views are maximised through extensive use of floor-to-ceiling glazing, coupled with private balconies or terraces.

The kitchens are light filled and practical, fully-fitted for the discerning cook, with no compromise on aesthetics. The Italian designer kitchens from Mesons are testament to the high quality materials and finishes specified throughout. The 30mm gloss lacquered cabinet doors are immaculately finished with stainless steel trim and subtle handle detailing. Combined with the antique mirror splashback, they make an elegant addition to the open plan space.

The bedrooms are generously proportioned with the master bedrooms including private en-suites and large walk-in wardrobes, whilst marble is used to great effect in each bath or shower room and is mixed with hand crafted ceramic tiles or speciality details like bespoke mosaic rugs.

The intricate, bronzed metalwork balustrades to the exterior articulate style and definition. The eye-catching design pays homage to the building's past as the William Owen Linen Draper shop, evoking the shop's famous textile weaving patterns.

Jeremy Wharmby, Director from JLL, the sales agent for the development, said: "Bayswater has experienced relatively little in the way of residential development in recent years but this is all set to change. With its well-connected transport links and proximity to Hyde Park, the area is set to further benefit from a healthy influx of new residential projects over the coming years. Westbourne

House, a scheme by Alchemi Group, comprises 20 one, two and three bedroom apartments and is launching on 22nd May. Completion is estimated in Spring 2015 and JLL are expecting strong interest, particularly from the local market.”

Westbourne House has some of the capital’s most attractive neighbours. Notting Hill Gate, Holland Park and Bayswater wrap around Westbourne Grove, with the nature of Hyde Park and the culture of Kensington directly south. All the opportunities of the capital stretch to the east, as premier transport options link Westbourne Grove to the rest of London, Heathrow and the UK at large.

Westbourne House launches on 22nd May with apartments priced from £1,360,000. The development is due for completion in Q1 2015. To make an appointment please call the selling agents JLL on 020 7993 7395, email residential@eu.jll.com or visit www.westbournehousew2.com.

Ends

Notes to editors

Central London development experts Alchemi Group, has been creating distinguished London residences since 1999. Specialising in the tasteful renovation of heritage buildings and transforming neglected properties into fantastic homes, Alchemi’s portfolio boasts a striking array of developments, including the lauded Westminster Palace Gardens.

Known in the industry for their energy and forward thinking designs, Alchemi Group fashions beautiful, luxury residences, each reflecting and celebrating their own unique piece of history. These properties represent the best of London’s architecture and lifestyle.

Alchemi at a glance:

Established in 1999

Creator of design-led buildings

Develops luxury real estate in Central London

Manages a current portfolio of £250 million in Central London real estate assets

Builds on repeat business from satisfied investors

Will grow its portfolio to £750 million in two years’ time

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